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Howell L. Fuller
(1909-1981)
John B. Shultz
(1912-1975)
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(1910-2004)

MAR 03 2006

FAX COVER SHEET

FAX #: (571) 273-8300

TO: Mail Stop AE, U.S.P.T.O.
Examiner Raquel Alvarez, T.C./AU: 3622FROM: Jeffrey A. Proehl Christine K. Lillo
Kay Marshall ☒ Denise Moani NelsonRE: Appln. No. 09/472,666 Filing Date: December 27, 1999
Applicant: Keith C. Thomas

Enclosed:

Response Under 1.116

Total Number of Pages (Including cover sheet): 18 (Please call us as soon as possible if you do not receive all pages).Certificate of Transmission

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SignatureJeffrey A. Proehl
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☒ Denise Moani Nelson

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Denise Moani Nelson

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(1910-2004)

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FROM: Jeffrey A. Proehl Christine K. Lillo
Kay Marshall X Denise Moani Nelson

RE: Appln. No. 09/472,666 Filing Date: December 27, 1999
Applicant: Keith C. Thomas

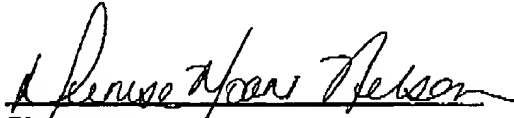
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Jeffrey A. Proehl
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Denise Moani Nelson

Appln. No. 09/472,666
Amendment dated February 28, 2006
Reply to Office Action mailed December 6, 2005

MAR 03 2006

**RESPONSE UNDER 37 CFR 1.116
Expedited Procedure--Examining Group Art Unit**

Attorney's Docket No. 25-0095/30029
Client's Docket No. P1485US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
Appln. No. 09/472,666)
First Named Applicant: KEITH C. THOMAS)
Filed: 12/27/1999)
For: METHOD AND MEDIA FOR VIRTUAL)
PRODUCT PLACEMENT)
TC/A.U.: 3622)
Examiner: Raquel ALVAREZ)
Attorney: Jeffrey A. Proehl)

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

RESPONSE UNDER 1.116
Expedited Procedure--Examining Group Art Unit

Sir:

In response to the Final Action mailed December 6, 2005, and in order to place this case in condition for immediate allowance or in better form for appeal, applicant hereby requests the entry of the following amendment to the application:

Amendments to the Specification: None.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Amendments to the Drawings: None.

Remarks/Arguments begin on page 12 of this paper.